

**PUBLIC AFFAIRS
SPECIALIST
GS-1035-09**

**ADMIN
SUPPORT**

INTRODUCTION

This position is located in the Public Affairs Office, Naval Air Station, Lemoore, California. Its purpose is to promote the role of Naval Air Station Lemoore in the surrounding community by administering an active community relations program, by assisting the Public Affairs Officer in media relations and office administration, and in the absence of the PAO, serves as the PAO (a special assistant to the Commanding Officer).

MAJOR DUTIES

Community Relations - 39%

Develops and maintains friendly and productive relationships with representatives of the community. Establishes effective contacts with community officials, chambers of commerce and leading private citizens of the area in order to create good relations between Naval Air Station Lemoore and surrounding communities.

Informs PAO about the degree of knowledge and general understanding of the public information program shown by interested or affected members of the general public in communities affected by the air station. Develops and implements information activities that will satisfy this community's need for information.

Keeps members of community organizations informed of activities of the Naval Air Station that may affect them socially or economically, such as noise, proposed construction, reductions or increases in population, or change of functions. Corrects rumors concerning these activities that have no basis in fact. Advises on what the community reaction to the information is likely to be. Keeps PAO informed of activities of the community that may affect the air station materially or operationally, such as encroachment, zoning, annexation, conflicting economic/social events.

Arranges guided tours of Naval Air Station Lemoore for various adult and school groups. Arrangements include obtaining the appropriate clearances, planning the itinerary, providing transportation on station, appointing and supervising the tour escort program, and provisions for eating and sleeping facilities, if required.

Recruits, trains and arranges for Naval Air Station and tenant command representatives to speak to local civic, business, service, educational and fraternal organizations. Speakers range from enlisted specialists to squadron commanding officers, air station commanding officer/executive officer, and COMSTRKFIGHT-WINGPAC. Speakers talk to Chambers of Commerce, Rotary, Lions, Kiwanis, Women's Professional Groups and other civic and fraternal organizations.

Arranges for the use of Naval Air Station Lemoore facilities, equipment and personnel by municipal and community groups, non-profit charitable organizations and approved private parties for appropriate activities such as parades, exhibitions, classes and meetings.

Works closely with community groups and organizations in planning and coordinating special projects and annual events such as the Airshow, Youth Encampment, Guests of Navy Cruises Navy/Week Activities, Navy/Lemoore Fourth of July, Navy League Christmas party for kids, fireworks, etc. Requests include items such as color guard details, firing details, static displays, parade floats, Navy films, uniforms/costumes, parachutes, etc.

Provides assistance to Public Affairs Officers of all tenant activities attached to Naval Air Station, Lemoore in regard to community relations, tours, speaking engagements, Change of Command ceremonies, awards and ceremonies, and family videograms.

Supervises Public Affairs Clerk and Office Automation Clerk.

Deputy Public Affairs Officer - (included in the 39% above)

Assists Public Affairs Officer in office administration. Plans work to be accomplished by subordinates, determines priorities and assigns work based on priorities; provides advice, counsel or guidance to assure proper accomplishment of assigned tasks.

When PAO is not on leave, but absent from the office, fully assists in Command Information and Media Relations functions for minimum delay in providing information to concerned audiences.

Assistant Editor - (possible 3% to 10% if no enlisted Journalist is available or assigned.)

Edits air station newspaper in the absence of the editor to include:

Reviews and edits copy for grammatical accuracy and adherence to station policy, and photographs submitted for printing in the station newspaper.

Designs page layouts for weekly edition of the paper, assuring that copy is prepared properly. Works cooperatively with contracted printer, meeting copy deadline, overseeing layout and approving final copy prior to printing.

Directs, instructs and supervises reporters, writers, photographers and illustrators that may be assigned to the newspaper.

Acting Public Affairs Officer - 11%

These duties mesh frequently with those as Deputy PAO. This division addresses specifically the Deputy as PAO in the absence of the PAO (annual leave - 5 weeks; military leave - 2 weeks).

Serves as the Public Affairs Officer in his/her absence making decisions on all routine and emergency situations concerning command information, community relations and media relations. Includes:

- Maintains personal contact with local media representatives. Briefs news media representatives on NAS Lemoore's programs and activities and their impact on various public and private activities.

- Assists personnel in preparing for media coverage of a special event in local area by arranging for advance preparation and direct contact with media representatives.

- Responds orally to requests for information by determining the nature of the data required, and collecting and assembling the material using the appropriate format and style based on needs and organization practices.

- Conducts the public affairs program for Strike Fighter Wing Pacific which includes inspecting, advising, handling media queries about mishaps for 10 fleet squadrons, one carrier air wing, 1 fleet readiness squadron, 1 adversary squadron, one test and evaluation squadron, and 1 weapons school. Serves as sole media point of contact for all tenant activities based at NAS Lemoore.

- Advises the command on topics and events which directly affect the air station and its image in the community.

- Performs all normal PAO supervisory tasks in his absence to include signing time cards, leave chits, counseling employees and handling complaints, initiating discipline, enforcing all Navy and Lemoore policies and regulations pertaining to management, safety and EEO.

Marketing Director, Airshow - 50%

Director of Central Valley Airshow Committee responsible for obtaining and managing approximately 50% - 60% of entire airshow income/budget.

Develops and adjusts marketing programs/strategies to fit local/statewide/national businesses. Purpose of these programs is to generate income for airshow and to generate community support financially and in manpower.

Supervises volunteers and temporary hires working on airshow marketing.

Makes personal presentations to corporate businesses at the executive level. Establishes advertising and marketing budget:

approves expenditures and is responsible for appropriate procurement of supplies, services and contracts. Has authority to issue payment. Interviews potential acts; reviews qualifying criteria and solicits proposals for services.

(Currently, Marketing is a full time 50%, and the PA Clerk is advanced to perform as COMREL Officer, with a Temporary Hire filling in for the PA Clerk.)

Factor 1 Knowledge required by the position

Knowledge of communication principles, methods and techniques, and skill in applying this knowledge to development of community relations campaigns conveying information to solicit audiences interested or affected by the organizational program. Includes:

- Skill in written communication conveying range of related subjects to organizational program. Skill in writing marketing stratagems, brochures, and local community relations applicable instructions.
- Skill in interacting and dealing with variety of community publics and all levels of federal, state and local offices for the purpose of establishing and maintaining effective working relationships with these groups as interested in or affected by Navy/air station programs or policies.
- Mastery of communication principles, methods, practices and techniques, analytical methods, interpersonal relations and practices; skill to apply this mastery in developing new methods and approaches in planning, integrating and evaluating the overall community relations program for agency.
- Skill in speaking to various size and type groups to present Navy community relations policy or propose marketing programs for airshow participation.

Factor 2 Supervisory controls

Recurring assignments carried out independently in accordance with established procedures. New or special projects discussed with supervisor in terms of objectives to be anticipated and reached, and resources available; incumbent develops POA&M and accompanying deadlines.

Specialist is responsible for planning and carrying out the project or assignment including resolving problems, coordinating the work with others, interpreting policy in terms of established objectives and events that do not fall within established policy guidelines, determining approach to be taken, and the methods and techniques to be employed. The specialist keeps the supervisor informed of progress, potential controversies, or wide-ranging implications.

Completed work is reviewed in terms of satisfying expected results of projects or assignments, responsiveness and conformance with objectives.

Acts as PAO in his absence, with full discretionary functions in media, community and internal relations, emergency decision making and interpretation of Navy public information policy.

As Airshow Marketing Director, monetary goal only is set by Executive Director. All programs, methods, budgets, materials and stratagems are developed and implemented solely by incumbent.

Factor 3 Guidelines

Guidelines including operating instructions, public affairs manuals, DoD, Naval and local policies and regulations, and standard Navy public affairs practices and precedents are readily available and generally applicable to situations encountered, although some gaps exist in specific areas.

For routine work situations, the public affairs specialist independently selects, interprets and applies the guidelines and adapts them to suit specific situations not directly covered by the guidelines. In addition, the specialist interprets and applies guidelines and precedents in unusual situations for which there are no precedents, without assistance from others. The specialist must exercise considerable judgement in interpreting and adopting existing precedents and using them as foundation for the development of new approaches that coordinate and integrate various aspects of Navy/air station matters to create a unified community relations/airshow marketing strategy plan.

Factor 4 Complexity

In both community relations and marketing for airshow, involves great difficulty at times in identifying tasks and methods; great originality involved in performing work. The work includes varied duties requiring the application of standard communication and analytical methods and techniques in conveying information, orally and in writing, using a variety of presentation methods or formats; gathering information on and analyzing community needs and requirements as they interface with the Navy's goals and objectives for current and projected year; provide as input to PAO to use in composition of NAS Lemoore PAO Master Plan. Analyze various onboard resources to support general Navy information program guidelines as pertaining to both internal and community relations programs, as well as marketing for the annual airshow. Through this analysis, decides on courses of action to solve problems and accomplish objectives by most effective means, to include scheduling, setting of deadlines, providing written/oral information to audiences with varying levels of understanding, managing personnel, equipment and other Navy resources.

The work requires identifying the public's information needs and developing materials that will communicate Navy/air station programs to publics whose goals and interests are in accord with those of the Navy but who have varying levels of understanding of programs, policies and activities.

Factor 5 Scope and effect

The work involves performing duties of a recurring nature in dealing with precedented public affairs matters such as responding to media questions on standard Navy community policies, explaining the benefits of Navy programs to the community to interested groups, or developing parts of a communication plan for an organization; also involves identifying causes or reasons for public misunderstanding or indifference to Navy/air station.

The work affects the development or operation of the air station vis-a-vis the community or impacts the social or economic well being of individuals and communities served or affected by Navy/air station programs or policies.

Factor 6 Personal contacts

Community relations/public affairs: personal contacts with employees, all NAS departments, all tenant activities, all STRKFIGHTWINGPAC subordinate commands; also with specialized groups or individuals from outside the air station where the contact is not routinely established, the purpose of each contact is different, and the roles of the public affairs specialist and the other person are established during the contact. Typical of such contacts are with representatives of the news media; local, state and federal agencies; national or foreign/international groups.

Airshow marketing: Personal contacts with chief executive officers of small, medium and large corporations.

Factor 7 Purpose of contacts

Purpose of contacts is twofold:

Coordinate activities or plans with management officials, other public affairs/community relations specialists, contractors, groups or individuals sharing the same goals and interests as the Navy/air station; advise air station/tenant managers on techniques to use in disseminating or collecting information.

Obtain, clarify or give factual information in community situations involving significant or controversial issues and differing viewpoints, goals or objectives from those of the Navy.

Factor 8 Physical demands

Community relations work is usually performed sitting at a desk in office or meetings/briefings, or riding in an automobile to community sites.

Deputy public affairs work involves recurring bouts of extended standing and walking on cement for ceremonies and events, muddy fields and industrial sites and aircraft crash sites in hundred degree weather, fog, rain or freezing temperature.

Marketing for airshow involves frequent driving and visiting offices, corporate headquarters or industrial sites.

Factor 9 Work environment

The work involves moderate and recurring exposure to moderate risks and discomforts or unpleasant surroundings. This includes duties performed in areas having high levels of noise and vibrations such as airfields and pressrooms; areas with hazardous materials such as industrial sites, aircraft crash sites, fuel or chemical spill sites; or construction sites.

A confidential clearance is required.